

PREPAREDNESS IN MAINE: ATTITUDES AND REALITIES

INTRODUCTION

During April 2004, the Maine Citizen Corps, under the sponsorship of the Maine Commission for Community Service and the Maine Emergency Management Agency, commissioned a public opinion survey of 612 randomly selected households throughout the state. Conducted by the University of Southern Maine's (USM) Survey Research Center, the survey described Maine citizens' interests, attitudes, and activities regarding preparation and response to man made or natural disasters.

The Hart-Teeter survey in February 2003 consisted of 1,633 randomly selected adults (18 years of age and older) in the United States. Hart-Teeter employed the random-digit-dial sampling technique and stratified by geographic area to ensure a nationally representative sample.

It also assessed how Maine citizens compared with respondents in two national surveys: (1) the ORC Macro Research on US Households, upon which the Maine survey was primarily based; and (2) the Council for Excellence in Government survey, "We the People: Homeland Security from the Citizens' Perspective," conducted by Hart-Teeter nine months earlier. The margin of error for results among the three surveys was ± 3.1 - 4 percent.

The ORC Macro telephone survey of June-July 2003 was a national probability sample of 2,002 adults (18 years of age or older) living in private households in the continental United States. The data was weighted by age, race, and gender using 2002 US Census Bureau figures.

This report of the Maine survey focuses on respondents' awareness of and actions relating to:

- Citizen Corps
- Household Preparedness
- Neighborhood Preparedness
- Volunteer Service
- Training.

AWARENESS OF CITIZEN CORPS

The Maine and ORC Macro surveys asked respondents of their awareness of the existence and function of the Citizen Corps (Question 63). Only 8 percent of Maine respondents and 8 percent of the national survey had heard of or knew about the Citizen Corps.

HOUSEHOLD PREPAREDNESS

Preparedness falls into two areas - (1) the attitudes of the respondents and (2) their respective actions.

Most of the Maine survey responses were similar to those of the two national surveys in:

- the degree of anxiety regarding a potential terrorist event,
- the degree of preparation for a catastrophic event of any variety, and,

The Maine survey covered:

- Household Preparedness (Questions 2-12),
- Level of personal preparedness (Questions 13-17),
- Projected reliance on assistance from those outside the household (Questions 18-23),
- Presence of an emergency kit (Questions 25-35),
- Current individual status & desire to learn CPR & First Aid (Questions 36-49),
- Neighborhood Preparedness (Questions 50-55) about disaster planning and information dissemination.
- Volunteer Service & interest in volunteering before, during, or after a disaster (Questions 55-63)
- NOTE: Results sometimes add up to more than 100% because respondents are given more than one choice.

PREPAREDNESS IN MAINE: ATTITUDES AND REALITIES

- the knowledge of or awareness about state and local emergency plans.

Level Of Anxiety

About 60% of Maine's respondents indicated that they were either "not worried" or did not think about the possibility of an emergency or disaster event. This was true as well for the national ORC Macro survey, which on the whole matched Maine's results.

The surveys did not probe for the reasons why there was little apparent concern. Of the three surveys, only the Maine survey (Question 24) asked for an opinion regarding the perceived likelihood that forces associated with a disruptive event would overwhelm or negate household preparations.

The responses indicated an even split:

- 35 % disagreed with the premise,
- 29 % neither agreed nor disagreed, and,
- 35 % agreed that a disruptive event would overtake any preparations.

The Residence category yielded the greatest difference in responses to this question where self-designated Maine rural residents were about twice as likely to disagree that "In a disaster, events will likely overtake any preparations you and your household have made."

Regardless of the impact of the events, respondents evidenced little worry about any of the potential disaster scenarios. In both the national ORC survey and the Maine survey, a terrorist incident, including bio-terrorism, registered as the greatest single worry, but neither reached 40% (ORC MACRO – 33%; Maine – 38.7%).

On the whole, Maine adults' responses largely mirrored the ORC Macro survey with two exceptions: neighborhood crime and a concern about flooding.

While nationally, 21% of the respondents expressed worry about neighborhood crime, Maine registered 13%. Also, the ORC Macro responses showed that 12% were somewhat or very worried about flooding. In Maine, flooding was a cause for worry to 6% of the respondents.

Q 1- 12: How worried are you about:

<i>Event (some questions not asked in Maine survey)</i>	<i>Maine</i>	<i>ORC</i>
<i>Terrorism</i>	37%	33%
<i>Household emergency</i>	27%	25%
<i>Traffic Accident w/ multiple casualties</i>	26%	
<i>Manmade accident – chemical spill/plant failure</i>	22%	26%
<i>Fire</i>	23.4%	23%
<i>Ice or snow storm</i>	20%	
<i>Global warming</i>	20%	23%
<i>Neighborhood crime</i>	13%	21%
<i>Workplace accident</i>	13%	
<i>Hurricane or storm</i>	11%	18%
<i>Flood</i>	6%	12%

Q 24: "In a disaster, events will likely overtake any preparations you and your household have made."

35 % disagree
29% neither agree nor disagree
35% agree

Q 24: "In a disaster, events will likely overtake any preparations you and your household have made."

By RESIDENCE

- 44% self-designated rural residents disagree
- 23% self-designated urban residents disagree
- 26% self-designated suburban residents disagree

PREPAREDNESS IN MAINE: ATTITUDES AND REALITIES

Readiness/Reliance

Respondents in the ORC Macro and Maine surveys were asked how prepared they or their households are regarding a household emergency, natural disaster or terrorist event. A home emergency was by far the event that respondents were most prepared for. On the other hand, a terrorist event was the event for which respondents were least prepared.

How prepared for a...

	ME	ORC	ME	ORC
Event	Prepared		Not prepared	
Home emergency	54%	51%	18%	15%
Natural disaster	28%	23%	41%	43%
Terrorist event	20%	16%	55%	63%

Participants were then asked to whom they would turn or upon whom they would rely for help should an event occur. Maine and ORC MACRO survey respondents most frequently mentioned household members followed by emergency response personnel.

EMERGENCY PLANS/KITS

In addition to asking where they might look

Have an emergency supply kit at...

	YES	YES
	ME	ORC
Home	51%	50%
Car	36%	34%
Work	42%	41%

for professional help, respondents

were asked if they had an emergency plan.

Maine respondents were slightly less likely to have a plan than the national sample although almost half of the Maine sample claimed to have one.

Do you have an emergency plan...?

58%, YES (ORC Macro)
49%, YES (Maine Survey)

Both the Maine and National sample had similar responses to the question about emergency supply kits. In both cases, about half of each sample claimed to

have an emergency kit in their home, about a third had a kit in the car, and another fifth had one available at work. Of the Maine respondents who did not have an emergency supply kit at home, 32 % said that it was because they didn't think it was important or hadn't thought about it ((13%). Ten percent of the Maine respondents claimed to have the supplies but just hadn't put it together into a kit. National respondents (Macro ORC) responded similarly.

Of the respondents who did not have an emergency supply kit in their car, 26% said that it was because they didn't think it was

Source	ORC	Maine	ORC	Maine
	Expect to rely upon		Do not expect to rely	
Household mbrs	68%	71%	18%	14%
Fire		63%		17%
Police		48%		31%
Emrgncy personnel	62%	55%	16%	21%
Neighbors	39%	42%	32%	31%
State/Fed agencies	34%	28%	38%	44%
* ORC Macro treated all first responders collectively. The Maine survey asked for individual responses.				

Q35: Could you tell me the items you have in your emergency supply kit?

	ME	ORC
First aid kit	68%	64%
Water	53%	54%
Flashlight	47%	41%
Food	45%	45%
Batteries	26%	21%
Radio	15%	14%
Personal Items	7%	10%
Cash	2%	1%
Clothing/Blankets	5%	
Tools	7%	
Generator	5%	
Fire Extinguisher	6%	
Other	43%	

PREPAREDNESS IN MAINE: ATTITUDES AND REALITIES

important followed by 22% who hadn't thought about it and 12% who claimed that they wouldn't need it.

Of the Maine respondents who did not have an emergency response kit at work, 19% didn't think it was important and 12% indicated that it wasn't practical due to their type of work. Another 16% claimed that the business hadn't installed the kits.

A first aid kit (68%), water (53%), a flashlight (47%), food (45%), and batteries (26%) were the items most often mentioned by Maine respondents as the components of their emergency supply kit.

EMERGENCY PREPARATIONS

Q 37: Types of actions taken during past 2 years to increase preparedness

	ME	ORC
Assembled disaster supplies	61%	58%
Heightened area awareness	9%	6%
Set up/practiced disaster plan	7%	18%
Held evacuation drill	8%	4%
Sought info on preparedness	3%	2%
Joined local planning org.	8%	1%
More attention to warnings	2%	2%
More attention to news	2%	2%
Participated in local evacuation drill	.2%	0%

Respondents were asked if they had done anything in the past two years to increase their preparedness for a disaster (Q 36). Of the total 605 respondents, only 34% said that they had done something. This parallels the ORC Macro national response of 35%. Of those Maine respondents who did take action, 61% assembled disaster supplies compared with ORC Macro survey, which yielded a 58% response.

When respondents were asked what motivated them to act, 38% of the Maine respondents said Sept 11, 2001, 27% said concerns for personal and household safety, 20% identified a recent ice storm, fire,

flood or some other natural disaster, while 19% identified some other reason.

Q 38: What motivated you take these actions?

	ME	ORC
Sept 11, 2001	38%	28%
Concern with personal or home safety	27%	13%
Personal life-event	2%	16%
Work advice/info	2%	3%
Family or friend advice	2%	2%
Pub. Service Ann.	3%	2%
Nat'l threat advsry	3%	2%
Advice from child's school	1%	1%
Specific gov't recommendation	0%	2%
Community trng	1%	.3%

NEIGHBORHOOD PREPAREDNESS

In response to the question (Q 50), "Does your neighborhood, or area where you live, have a plan that people can use to help each other after a disaster?"... 58% of Maine's respondents did not have such a plan. Thirteen percent said that their neighborhood did have a plan, and 29% didn't know if such a plan existed.

One-quarter (24%) of Maine's sample said that their neighborhood had a plan to help reduce crime (Q 51); 61% said their

Does neighborhood have a disaster plan?

	ME	ORC
Yes, disaster plan	13%	13.1%
No disaster plan	58%	58%
Don't know	29%	29%

PREPAREDNESS IN MAINE: ATTITUDES AND REALITIES

neighborhood did not have a crime prevention plan and 15% didn't know if such a plan existed. However, 60% of the Maine sample said that their neighborhood would be more likely develop a neighborhood plan or group if a local government or community organization provided support (Q 53).

Over half of the Maine sample (59%) felt that it was either "somewhat important" or "very important" that their neighborhood work together on the issues or disaster and crime prevention plans while 24% said that it was "neither important nor unimportant" for the neighborhood to work on these issues.

Each survey asked how important it is that neighborhoods work together on disaster/crime issues.

Participants were asked the best means by which disaster preparedness and crime prevention information could reach them (Q 54). Respondents in the Maine survey identified regular mail (40%), community events (22%), television and radio broadcasts (22%) and the local newspaper (17%). Responses were similar in the ORC Macro survey.

The Hart/Teeter national survey (We the People...) included a question about the public's awareness or knowledge of emergency plans developed by various institutions. They found that 36% were aware of or knew about emergency plans in the workplace but only 18% were aware of or knew about state government-sponsored plans.

TRAINING

Both the Maine and ORC Macro survey participants were asked how important it was for individuals to be trained to respond to life-threatening situations. Of the 612 who responded to the Maine survey, 17% said it was "somewhat important" and 70% said that it was "very important" for individuals to be trained to help someone who is in a life threatening situation. Maine's total of 87% is the same as the results of the national ORC Macro survey. Only 2% felt it was not important.

Asked about their level of confidence to respond to a life-threatening situation (Q 40), 20% of the Maine respondents said that they were "very confident" and 24% said that they were "somewhat confident" in their ability to assist someone in a life-threatening situation. ORC Macro respondents totaled 46% in these two categories compared with Maine's total of 44%. Of the total of 608 Mainers who responded, 7% were "not

Does neighborhood have a crime plan?

	ME	ORC
<i>Yes, crime plan</i>	24%	44%
<i>No crime plan</i>	61%	44%
<i>Don't Know</i>	15%	13%

Q54: What would be the best way for an organization to provide you with information about disaster preparedness or crime prevention?

	ME	ORC
Regular mail	40%	41%
TV/Radio	22%	24%
Community events	22%	14%
Local newspaper	17%	15%
E-mail/Web	9%	12%
Phone/visit	8%	10%
Local business	5%	4%
Schools	3%	3%
Place of worship	1%	1%
Employer	1%	1%

PREPAREDNESS IN MAINE: ATTITUDES AND REALITIES

confident at all” and 14% were “not very confident” in their ability to assist someone in a life-threatening situation. The sum of these two responses is similar to the 21% who responded to the national ORC Macro survey. Thirty four percent of Maine’s respondents were neither confident nor not confident.

In the past 2 years, have you been trained in CPR, 1st Aid, or CERT?

	ME	ORC
CPR	34%	37%
1 st Aid	35%	37%
Community Emergency Response Team (CERT)	6%	10%
Fire suppression	15%	
Other	11%	16%

% = “yes” responses

Both surveys asked respondents to identify whether they had received CPR or First Aid training in the past two years. One-third (34%) of the 610 Maine respondents claimed to have been trained in CPR, 35% claimed to have been trained in First Aid, and 7% claimed to have been trained as part of a Community Emergency Response Team (CERT). An additional 15% indicated that they had received fire training and 11% said that they had some other training.

What motivated you to get trained?

	ME	ORC
Work/school mandate	63%	47%
Concern for other’s safety	22%	20%
General interest/hobby	7%	11%
Easy to sign up	6%	6%
Personal safety	9%	6%
Civic duty	3%	
Other	7%	

N = 269

In answer to the question, “What motivated you to take the training?” Sixty-three percent of the 269 Maine respondents (the number or respondents who said that they had been trained in CPR, 1st Aid, or CERT during the past 2 years) said that the principle reason was because it was mandatory for their job or school and 22% said it was because of their concern for family or friends.

Respondents were also asked what prevented them from getting training in the past two years. Of the 338 Mainers who responded to this question, 23% said that it was due to “lack of interest” or that they were just “not interested.” Another 19% said that they had been previously trained, 14% said they lacked time, and 12% said that training was too difficult to find or access.

Q45: What is the main reason you have not received any training?

	ME	ORC
No interest/Not important	23%	16%
Already trained	19%	
Lack of time	14%	19%
Difficult to find/access	12%	14%
Age/disability	10%	
Don’t know how to get info	4%	5%
Don’t know/not sure	5%	
No \$/too expensive	1%	2%
Other	11%	

N = 338

VOLUNTEER SERVICE

Respondents were also asked whether they had volunteered at any time during the past two years to assist emergency personnel (fire, police, medical service or community safety organization). Eighteen percent of the 609 Maine respondents said yes (compared w/ 22% in the ORC Macro survey).

PREPAREDNESS IN MAINE: ATTITUDES AND REALITIES

Q56: Why volunteered?

	ME	ORC
Wanted to help community	59%	53%
Relative/friend volunteered	12%	10%
Interest in emergency service, etc.	14%	5%
Disaster situation	9%	8%
Been assisted by community emerg. personnel.	3%	3%
Other	14%	

N = 109 Maine respondents

availability.

Respondents were asked if they had ever volunteered after a disaster. Of the 611 Maine respondents, 34% had volunteered after a disaster while 66% had not. Slightly lower results were reported for the national ORC Macro survey where 28% had volunteered while almost three-quarters of the sample had not.

Over one-fourth of the 611 Maine respondents (27%) were aware of volunteer opportunities to assist emergency personnel or provide support to community safety and preparedness programs. Seventy-two percent were not aware of these opportunities.

When asked about their interest in volunteering, 35% of the 608 Maine respondents were either “somewhat” or “very interested.”

More than a quarter of Maine respondents (27%) said that they would contact the organization directly to find out information about volunteer opportunities. This was higher than the ORC Macro survey (16%) whose respondents indicated that they would use a wider array of sources to find out information about volunteer opportunities.

EPILOGUE

Over a span of 19 months, the Maine Citizen Corps, ORC Macro, and the national Council For Excellence in Government conducted public opinion surveys regarding attitudes and actions associated with emergency preparedness and homeland security. The surveys were administered to randomly drawn samples of their respective of populations.

Q57: Why not volunteered?

	ME	ORC
Lack of time	40%	42%
Dates/Time unavailable	0%	1%
Inflexible requirements	1%	1%
Already volunteering	14%	8%
No information	13%	11%
Age/disability	14%	
Unimportant here/not needed	3%	
Don't want to	6%	6%
Other	7%	
Don't know of any	2%	

N = 498 Maine respondents

Interested in volunteer opportunities?

	ME	ORC
Not interested at all	19%	25%
Not very interested	14%	
Neither interested nor uninterested	31%	
Somewhat interested	18%	40%
Very interested	17%	
Don't know/not sure	1%	

N = 608 Maine respondents

How would you get info about volunteer opportunities?

	ME	ORC
Contact org.	28%	16%
Search Internet	17%	17%
Contact police/fire	3%	15%
Local business/govt	18%	16%
Talk w/ friends/family	7%	8%
Org's web site	4%	6%
Local library	1%	4%
Place of worship	1%	3%
Schools	6%	
Community center	2%	4%

PREPAREDNESS IN MAINE: ATTITUDES AND REALITIES

AWARENESS OF CITIZEN CORPS

In Maine and nationally, the existence of Citizen Corps remains largely unknown. Only 8% of the national and Maine sample knew about Citizen Corps.

The Citizen Corps role is not yet clearly understood or fully implemented, especially as a “bridge” between the emergency response community and the volunteer community. Given the chronic shortages of manpower for various emergency response agencies and the need for constant and comprehensive training, there is a vacuum for an agency to “step up” and become the broker for identifying, matching, training, and maintaining an ongoing support function that prepares both volunteer experts and field support staff for emergency and disaster prevention, mitigation, response, and recovery. The Citizen Corps can play this role if the existing emergency response infrastructure is willing to use it. This means that Citizen Corps uses existing resources and expertise such as the Red Cross, the United Way, or the American Heart Association, among others to produce a coordinated and cost-effective approach to emergency planning that is inclusive, integrated, and responsive to Maine’s citizens.

Is there a payoff to raising awareness about the Citizen Corps? A national campaign or any state initiative that seeks to heighten visibility and involvement will require resources, including the time that will be needed to achieve this objective, staff, and expenses that might have to be drawn away from established programs and services.

HOUSEHOLD PREPAREDNESS

In comparison to the national survey, Maine’s respondents were much less worried about neighborhood crime (70.2% not worried) than were respondents to the ORC Macro survey (57% not worried). Maine has an historically low crime rate, so that limited resources might be better spent on other areas of public safety.

While both the Maine and national sample indicated a relatively higher degree of worry about terrorism (37% and 33% respectively), the degree to which respondents were actually prepared for a terrorist event (20% and 16% respectively) was less than their preparation for a home emergency (54% and 51%) or a natural disaster (28% and 23%). In addition, about one-third of the Maine respondents agreed with the statement that “In a disaster, events will likely overtake any preparations you and your household have made.”

Although it was the leading source of anxiety, less than 40% of the respondents identified terrorism as a matter of significant concern.

PREPAREDNESS IN MAINE: ATTITUDES AND REALITIES

Respondents were also less confident about their ability to prepare for any type of terrorist event. Maine's location is in part an explanation for the relative low anxiety about terrorism. In addition, as a third of the respondents indicated in their response to the question about the likelihood of an event overwhelming any preparation, the unpredictability, the perceived irrationality and the extremeness of a terrorist act make it difficult to prepare for in a way the anticipates all the possible contingencies.

It appears that the closer to home the threat appears to the respondent, the more likely he/she is to prepare for a disaster or emergency. In keeping with the "closer-to-home" theory, both Maine and national respondents expected to rely more on household members (71% Maine and 68% ORC Macro) and emergency personnel. Hence, efforts to educate, prevent, and motivate the public to plan or prepare for a disaster or emergency are more likely to succeed if the focus is on the personal, the family or the household rather than on an abstract and generic concept of homeland security or disaster preparedness.

Although not directly asked, it seems that the ability to provide and maintain emergency services is also a function of the time needed to respond to the emergency and the time needed to correct, stabilize, or otherwise defuse the situation.

- ☐ Some questions to consider in relation to time and timing include:
How fast can a household member, first responder, or neighbor provide assistance?
- ☐ How quickly can a regional, state or federal agency be on scene?
- ☐ How long can they stay?
- ☐ What are the theoretical and practical expectations for emergency service providers and other complementary agencies to deal effectively with disasters of magnitude, such as hurricanes, ice storms, floods, large-scale acts of terrorism, or chemical spills (on land and sea) and other hazardous materials?

EMERGENCY PLANS/KITS

About half of the Maine respondents and almost 60% of the ORC sample claimed that they had assembled individual or household emergency supplies. A third of both surveys had an emergency kit in their car and about 40% had an emergency supply kit at the worksite. By and large for those respondents who did NOT have emergency kits at any three of the locations, it was because they did not think it was important. Usually, the kits included a first aid kit, water, a flashlight, food, batteries and a radio. Given the parochial motivation of rural Mainers, any campaign to increase awareness and actual behaviors to prepare for a disaster or emergency

Only 34% of Maine's respondents and 36% of the ORC Macro respondents had done anything in the past two years to increase their preparedness for a disaster.

PREPAREDNESS IN MAINE: ATTITUDES AND REALITIES

ought to include the value of such preparations to the family's well-being and safety and the importance of looking out for their own individual safety in the event assistance is not immediately available. Of the approximately one-third of respondents who did something in the past two years to prepare for a disaster, about two-thirds of both survey respondents "assembled disaster supplies." Almost 40% of Maine's respondents and almost 30% of the ORC respondents were driven to do this because of the events of September 11th. Another almost 30% of Maine's respondents were also motivated by a "concern with personal and home safety" (27% versus 13% for ORC Macro respondents). Sixteen percent of the ORC respondents were motivated by a "personal life event" versus 2% for Maine respondents. When totaled together, family or personal concerns motivated 29% of both the Maine and ORC sample to take some action in the past two years. This reinforces the local and individual household personal orientation to disaster and emergency preparedness...a phenomenon that should be considered in subsequent efforts to educate and mobilize Maine's primarily rural citizenry.

NEIGHBORHOOD PREPAREDNESS

Almost 60% of both the Maine and ORC Macro survey respondents had no neighborhood disaster plan. More than three-quarters of the respondents in the national "We the People..." survey claimed to be unaware of any state, local or school emergency plan. Yet almost 60% of Maine survey respondents and 70% of the national ORC Macro respondents thought it was somewhat to very important that "...your neighborhood has a way to work together on these issues." This again reinforces a local approach to planning and implementation that builds on the informal and sometimes hidden social networks of small towns and neighborhoods where the "opinion leader" friends and neighbors are more likely to influence the acceptance and participation of their friends and neighbors than a formal and impersonal process of emergency strategic planning.

When asked what the best way for an organization to provide information about disaster preparedness or crime prevention, 40% of respondents from both surveys indicated "regular mail", followed by TV/radio, community events, the local newspaper, etc. In light of the emphasis on locally based public education, communication, and implementation, this seems counter-intuitive. However if information is seen as a way of increasing sensitivity and awareness of an issue or need and it is followed up with locally based initiatives, then this approach to public education as opposed to community action makes sense as a first stage of a larger effort or campaign.

Public awareness/knowledge of emergency plans

	<i>Aware/ knew</i>	<i>Not aware</i>
<i>State gov't</i>	18%	78%
<i>City/town</i>	19%	76%
<i>School</i>	27%	64%
<i>Workplace</i>	36%	37%

From Hart Teeter Survey

PREPAREDNESS IN MAINE: ATTITUDES AND REALITIES

TRAINING

More than four fifths of the Maine and ORC respondents claimed that it was important to be trained to respond to an emergency. However, fewer than half of the respondents to both surveys claimed that they were able to "...help someone who is in a life-threatening situation." If being able to respond was considered so important, what were the respondents' answers to questions about training? Of the respondents who reported having been trained (N = 269 or 43%), more than 60% of the Maine respondents and almost 50% of the ORC Macro respondents were motivated to get training as a result of a school or workplace mandate. About another 20% of both survey respondents sought training because of a concern for someone else's safety. Of the 338 respondents who did not participate in training, 23% did not think it was important (16% ORC Macro) and 14% did not have the time (19% ORC Macro).

What emerges from these results is a strategy that capitalizes on the workplace and the school as a "motivator" for training in key emergency and disaster planning and response skills. When combined with local social networking and conveniently timed and supported quality training programs, there is a better chance that citizens might be inclined to give more than "lip service" to the importance of emergency and disaster anticipation and preparation.

Asked if they had received lifesaving, first aid or cardio-pulmonary resuscitation training within the previous two years, more than a third of the survey respondents answered affirmatively.

According to annual statistics compiled by the American Heart Association (AHA) and the American Red Cross (ARC), during FY 2002-2003, there were 20 categories of CPR/ECC courses taught by the AHA. The total, trained in courses ranging from BLS Instructor Trainer (N = 43) to a Healthcare Provider Course (N = 14,858) equaled 33,592. The Maine Chapter of the American Red Cross reported that 30,404 people were enrolled in either a CPR or First Aid course during the past year or approximately 130,000 people over two years. It appears that many Maine respondents claimed to have received either CPR or First Aid training over the past year. If extrapolated approximately 340,000 Mainers would have received either First Aid or CPR training for the past two years (999,353 or # adults 18 or older X 34%). This does not pass the "straight face" test. Here are some possible reasons for these results:

- ☐ There are other sponsors of training for both CPR and First Aid besides the AHA and the ARC. These include public schools, universities and other educational programs (e.g., adult education courses), the private sector (manufacturers, technology, larger

PREPAREDNESS IN MAINE: ATTITUDES AND REALITIES

businesses such as retail stores and banks, the voluntary sector such as hospitals, large medical practices, alternative health care, and social service agencies, and the public sector such as state and local government.

- ☐ Memory lapse where a respondent may include training that actually occurred more than 2 years ago.
- ☐ Response bias or the likelihood that only people interested in the topic or actually involved with emergency services were inclined to stay on the line and answer questions about disaster and emergency preparedness. About 150 people actually refused to answer the survey questions and another approximately 500 people were not available at the time surveyors called their home.
- ☐ The question itself (borrowed from the ORC Macro survey) asked for training over the past two years. The response might have been more “real” or accurate had the question asked for the past six months of training instead of two years, where memory is less reliable.

VOLUNTEER SERVICE

. Only 18% of the 609 Maine respondents and 22% of the ORC Macro respondents had volunteered at any time during the past two years to assist emergency personnel. In keeping with the local orientation, 59% of the Maine respondents and 53% of the ORC Macro respondents volunteered because they wanted to help their community. Lack of time was the biggest reason (40% Maine; 42% ORC Macro) respondents did not volunteer. The challenge for volunteer managers is figuring out how to exploit informal social networks to identify and recruit volunteers for limited assignments that are useful and challenging, while at the same time finding the time to schedule and conduct initial and ongoing training and exercises and sustain interest. We contend that a “bottoms-up” approach has a better chance of succeeding because problems and potential solutions are defined at the local level (perhaps facilitated through the local Citizen Corps Council?). This method has a stronger chance of succeeding than a bureaucratic, impersonal, we-they approach that objectifies the community rather than including it in strategic planning and implementation.

A third of Maine’s respondents claimed to be somewhat or very interested in volunteer opportunities (25 % for the ORC Macro respondents). Another third was neutral and yet another third was not very interested or not interested at all. The charge is clear then to identify the interested and persuade the neutral so that the potential recruiting pool for volunteers increases from the one-third that is perceived to “always” volunteer to encompass the “neither interested nor not interested.”

PREPAREDNESS IN MAINE: ATTITUDES AND REALITIES

In Maine, 28% of the respondents would directly contact the organization to get information about volunteer opportunities. Sixteen percent of the national ORC Macro sample would directly contact the organization. Currently there is no network of volunteer centers in Maine, which puts more responsibility on the volunteer manager to actively recruit and also assumes that the prospective volunteer is willing to make the effort to find and contact the agency.